

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City
TWENTIETH CONGRESS
Second Regular Session

House Bill No. **10982**



Introduced by Representative KAREN HOPE F. GARCIA

EXPLANATORY NOTE

Gambling in the Philippines was once a physically circumscribed activity, confined to licensed casinos, cockpits, and lottery outlets whose physical barriers naturally kept children and other vulnerable persons at bay. Mobile technology has since dissolved those barriers: every smartphone is now a potential twenty-four-hour casino.

According to the Philippine Amusement and Gaming Corporation (PAGCOR), the industry’s gross gaming revenues reached approximately ₱396.14 billion in 2025, driven chiefly by electronic and online gaming, which grew by roughly 30 percent to ₱201.12 billion and, for the first time, overtook land-based casinos to account for 50.77 percent of total industry revenue.¹ PAGCOR further estimates that approximately ten million Filipinos are active users of licensed online platforms — a figure that has expanded several-fold within two years, and that does not account for users of unlicensed offshore platforms operating beyond the reach of Philippine regulation.

This is not merely an economic phenomenon but a matter of public health. The World Health Organization, in its 2024 fact sheet on gambling, characterized gambling disorder as a health-harming addictive behavior fueled by the industry’s commercialization and digitization, and called for banning gambling advertising, promotion, and sponsorship as a necessary first step toward reducing harm.² The Lancet Public Health Commission on Gambling likewise found, in 2024, that an estimated 450 million people worldwide experience gambling-related harm, with about 80 million meeting the clinical threshold for gambling disorder, and identified online accessibility and sophisticated marketing, including targeted digital advertising and sports sponsorships, as principal drivers, with harm falling disproportionately on adolescents and lower-income communities.³

This measure adopts a risk-proportionate structure. It prohibits outright the advertising, promotion, endorsement, and sponsorship of online gambling, whose defining characteristics such as continuous availability, high event frequency, the absence of any physical barrier to entry, and algorithmically personalized solicitation are precisely the characteristics the evidence associates most strongly with gambling-related harm. It does not prohibit, but instead regulates,

¹ PAGCOR, Gross Gaming Revenue Report, Fiscal Year 2025.
² World Health Organization, “Gambling,” Fact Sheet, 2 December 2024.
³ Lancet Public Health Commission on Gambling, The Lancet Public Health (2024).

the advertising of gambling that is not conducted remotely: play within licensed gaming venues, the charity sweepstakes and lottery draws conducted by the Philippine Charity Sweepstakes Office, horse races, and cockfighting in licensed cockpits. For these, the Act requires a responsible gaming advisory, imposes content standards, and forbids placement directed at or likely to reach persons below the applicable minimum age.

The distinction rests on the structure of the product, not on the identity of its operator. It therefore applies with equal force to the State's own gambling operations and to those of private licensees, and it does not exempt any operator from the prohibition merely because the operator is a government instrumentality.

Because operators of online platforms are frequently affiliated with land-based establishments sharing a common brand, Section 9 addresses the promotion of an online platform through the advertising of a related non-online activity or of other goods and services. Republic Act No. 9211 confronted the same problem in the tobacco context, and the provision follows that precedent. Without such a provision, a prohibition confined to online advertising would be defeated within weeks of its effectivity.

Regulatory measures already undertaken have demonstrated both their worth and their limits. PAGCOR has ordered the removal of gambling billboards and other out-of-home advertising, entered into a memorandum of understanding with the Ad Standards Council subjecting gambling advertisements to pre-screening, restricted advertising during primetime broadcast hours, and, in June 2026, directed its licensees to replace gaming advertisements with materials promoting the newly launched twenty-four-hour National Problem Gambling Helpline.⁴ These are regulatory issuances and voluntary industry undertakings. They bind licensees but not the advertising agencies, media entities, digital platforms, affiliate networks, and endorsers through whom the bulk of gambling marketing now flows; they may be revised or withdrawn by the very agency whose remittances depend upon the activity being advertised; and they carry no penal consequence. What is required is a statute.

This is not the first instance in which the State has confronted a legal product whose promotion poses a disproportionate risk to public welfare. Republic Act No. 9211, the Tobacco Regulation Act of 2003, kept tobacco lawful for adults while imposing stringent restrictions on its advertising, promotion, and sponsorship. That was a legislative judgment consistent with the constitutional mandates that the State protect and promote the right to health of the people (Article II, Section 15) and promote and protect the physical, moral, spiritual, intellectual, and social well-being of the youth (Article II, Section 13), and with the right of children to special protection from all conditions prejudicial to their development (Article XV, Section 3[2]).

The measure has been calibrated to withstand constitutional scrutiny on four fronts.

First, it proceeds from clear legislative rather than merely administrative authority. In *Pharmaceutical and Health Care Association of the Philippines v. Duque III*, the Supreme Court invalidated an administratively imposed absolute advertising ban because the enabling statute authorized regulation, not prohibition, expressly leaving to Congress the question of a legislated prohibition.⁵

Second, it regulates commercial speech only. Section 6 expressly excludes news reporting and editorial comment, academic and scientific discourse, artistic and literary works, government and regulatory communications, responsible gambling information, and communications not

⁴ PAGCOR Gaming Licensing and Development Department Memorandum dated 9 June 2026.

⁵ *Pharmaceutical and Health Care Assn. of the Phils. v. Duque III*, G.R. No. 173034, 9 October 2007.

made for consideration, so that the Act reaches the marketing of gambling and not discussion of it.

Third, it preserves functioning channels for lawful commercial communication. Section 7 permits informational communications on an operator's own website or application behind age and identity verification, and Chapter III preserves regulated advertising for non-online activities. The restriction is therefore no more extensive than necessary to serve the State's interest, and consumers retain the means to distinguish licensed platforms from the unlicensed operators against whom this Act is also directed.

Fourth, enforcement against online resources proceeds upon judicial order. In *Disini, Jr. v. Secretary of Justice*, the Supreme Court struck down Section 19 of the Cybercrime Prevention Act of 2012 because it permitted the Department of Justice to restrict access to computer data upon a mere *prima facie* finding, without judicial determination.⁶ Section 16 accordingly vests the power to order the disabling of an online resource in designated cybercrime courts, subject to expedited timelines, a proportionality requirement, mandatory notice, and a summary remedy to lift.

The bill further addresses what a prohibition alone cannot. Chapter V requires genuine age and identity verification while prohibiting the retention of raw biometric data and any secondary use of verification data, consistent with the Data Privacy Act of 2012. Chapter VII provides for treatment, rehabilitation, and referral, in recognition that gambling disorder is a diagnosable condition and that a State which derives revenue from gambling owes care to those whom it harms.

Regulating the marketing of gambling is ultimately a matter of safeguarding the future of the Filipino people, and most especially the youth. A sustainable and dignified national prosperity must rest on the values of labor, education, and thrift, consonant with the constitutional policy of promoting social justice in all phases of national development, rather than on the exploitative pull of chance dressed up as opportunity.

In view of the foregoing, the immediate passage of this bill is earnestly sought.



Rep. KAREN HOPE F. GARCIA

3rd District, Province of Cebu

⁶ *Disini, Jr. v. Secretary of Justice*, G.R. No. 203335, 11 February 2014.

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City
TWENTIETH CONGRESS
Second Regular Session

House Bill No. **10982**

Introduced by Representative KAREN HOPE F. GARCIA

AN ACT

PROHIBITING THE ADVERTISING, PROMOTION, ENDORSEMENT, AND SPONSORSHIP OF ONLINE GAMBLING, REGULATING THE ADVERTISING, PROMOTION, ENDORSEMENT, AND SPONSORSHIP OF OTHER GAMBLING ACTIVITIES, STRENGTHENING AGE AND IDENTITY VERIFICATION REQUIREMENTS FOR ONLINE GAMBLING, ESTABLISHING JUDICIAL AND ADMINISTRATIVE ENFORCEMENT MECHANISMS, PROVIDING FOR THE TREATMENT AND REHABILITATION OF PERSONS AFFECTED BY GAMBLING DISORDER, AND PROVIDING PENALTIES THEREFOR

Be it enacted by the Senate and the House of Representatives of the Philippines in Congress assembled:

CHAPTER I

GENERAL PROVISIONS

SECTION 1. Short Title. — This Act shall be known as the “Online Gambling Advertising Prohibition Act of 2026”.

SEC. 2. Declaration of Policy. — It is the policy of the State to protect the public, particularly children, young persons, and persons vulnerable to gambling-related harm, from the harmful effects of gambling and from the pervasive promotion, advertising, and normalization of gambling activities.

The State recognizes that gambling disorder is a diagnosable health condition, and that the rapid expansion of digital platforms, social media, online advertising, influencer marketing, affiliate marketing, and algorithmic advertising has substantially increased the accessibility and visibility of gambling content, particularly among children and young persons.

The State further recognizes that gambling products differ materially in the risk of harm they present, and that this risk is a function of the structure of the product rather than of the identity of its operator. Gambling conducted remotely through a personal device is continuously available, of high event frequency, unconstrained by any physical barrier, and susceptible to algorithmic personalization, and its promotion shall accordingly be prohibited. The advertising of gambling not conducted remotely shall be regulated in a manner proportionate to the risk it

presents. This Act applies with equal force to gambling conducted by government instrumentalities and by private licensees.

Accordingly, the State shall adopt a comprehensive and technology-responsive regulatory framework that shall:

- (a) Protect children and young persons from exposure to gambling advertising, promotion, and marketing;
- (b) Prohibit the commercial promotion of online gambling through mass media, digital platforms, social media, outdoor advertising, influencer marketing, and other communication channels;
- (c) Regulate the advertising, promotion, endorsement, and sponsorship of gambling activities not conducted remotely, through mandatory advisories, content standards, and placement restrictions;
- (d) Prevent the use of shared brands, marks, and trade dress to promote online gambling through the advertising of other activities or products;
- (e) Require effective age and identity verification before an individual may establish or access an online gambling account, while protecting the personal data collected for that purpose;
- (f) Establish clear obligations for online platforms, Internet Service Providers (ISPs), advertising-technology companies, influencers, affiliates, and other intermediaries;
- (g) Strengthen the authority of government agencies to detect, investigate, remove, disable access to, and penalize unlawful gambling advertisements, subject to judicial determination and the requirements of due process;
- (h) Ensure the availability of treatment, rehabilitation, and support services for persons affected by gambling-related harm; and
- (i) Ensure that the regulation of gambling advertising is implemented consistently with the Constitution, particularly the freedoms of speech, expression, and of the press, by distinguishing commercial gambling promotion from legitimate news reporting, academic discussion, artistic expression, public-interest discourse, and government regulatory communications.

SEC. 3. Definition of Terms. — As used in this Act:

- (a) **Advertisement** refers to any communication, material, representation, or message made through any medium for the purpose of promoting, marketing, publicizing, endorsing, or encouraging the purchase, use, participation in, or engagement with a product, service, activity, or undertaking;
- (b) **Advertising technology or ad-tech company** refers to any natural or juridical person that develops, operates, or provides digital systems, platforms, software, or services designed to facilitate, automate, manage, target, deliver, measure, or optimize online advertising content, including advertising exchanges, demand-side and supply-side platforms, and programmatic advertising networks;
- (c) **Affiliate marketing** refers to a marketing arrangement whereby an individual or entity receives compensation, commission, referral fees, or other consideration for directing users to a gambling operator, gambling platform, or gambling-related service;
- (d) **App store** refers to a digital distribution platform through which mobile or desktop applications are offered for download or installation by users in the Philippines;

(e) **Biometric or liveness verification** refers to a technological process designed to establish that the person undergoing identity verification is a live, present individual and is not merely a photograph, recording, artificial or synthetic representation, or other spoofed identity;

(f) **Child** refers to any person below eighteen (18) years of age;

(g) **Consideration** refers to anything of value, whether monetary or non-monetary, including compensation, commission, discounts, promotional equity, goods, services, access, or other benefit;

(h) **Gambling** refers to any game, scheme, or arrangement in which a person stakes or risks money or anything of value upon an outcome determined wholly or partly by chance, in the expectation of receiving money or anything of value, and includes wagering and betting, whether conducted physically or through electronic means. The term shall not include (1) sales promotion activities duly permitted under Republic Act No. 7394 and the rules of the Department of Trade and Industry; (2) games of skill or amusement in which no prize convertible into money or its equivalent is awarded; and (3) electronic sports and social or simulated games in which no stake of monetary value is placed and no prize convertible into money or its equivalent may be won: Provided, That a free-to-play, demonstration, or simulated version of an online gambling product offered for the purpose of inducing participation in gambling shall be treated as online gambling for purposes of Chapter II;

(i) **Gambling operator** refers to any person or entity conducting, operating, or offering gambling activities, whether or not duly authorized by the appropriate government authority, and whether a private person or a government instrumentality;

(j) **Influencer or content creator** refers to any individual who, through a social media account, website, streaming service, or other digital platform, creates or distributes content to an audience and receives compensation, consideration, or other benefit for promoting a product, service, or activity;

(k) **Internet service provider or ISP** refers to any person that provides to subscribers in the Philippines the means to access the internet, including mobile network operators;

(l) **Minimum gambling age** refers to the minimum age prescribed by law or by the regulations of the competent regulator for participation in the gambling activity concerned, and in no case lower than eighteen (18) years. For online gambling, the minimum gambling age is twenty-one (21) years;

(m) **Non-online gambling activity** refers to any gambling that is not online gambling, including (1) gambling conducted within the physical premises of a licensed gaming establishment or venue, including play at electronic gaming terminals and electronic bingo; (2) charity sweepstakes, lotteries, and draw-based games conducted by the Philippine Charity Sweepstakes Office (PCSO) under Republic Act No. 1169, as amended; (3) horse races conducted under Republic Act Nos. 6631, 6632, and 7978 and Presidential Decree No. 420, including wagering at authorized off-track betting stations; and (4) cockfighting conducted in a licensed cockpit under Presidential Decree No. 449 and duly authorized by the local government unit concerned;

(n) **Online gambling** refers to gambling in which the customer places, transmits, or settles the wager remotely through a computer, mobile device, or other electronic device under the customer's own control, by means of the internet, a mobile application, or any other electronic communications system, regardless of the location of the operator, its servers, or its equipment, where the gambling is directed at or accessible to persons in the Philippines. The term does not include play conducted at a gaming terminal, or with the assistance of personnel, within the physical premises of a licensed gaming establishment or venue;

- (o) **Online gambling advertisement** refers to any advertisement, communication, representation, or promotional material made for consideration or in the course of trade or business that promotes, markets, endorses, solicits participation in, or encourages online gambling;
- (p) **Online gambling promotion** refers to any act done for consideration or in the course of trade or business that is intended to attract users to, encourage participation in, or increase engagement with online gambling, whether or not accompanied by a direct invitation to place a wager;
- (q) **Online platform** refers to a website, social media service, mobile application, marketplace, content-sharing platform, streaming service, or other digital service through which users may create, upload, access, share, disseminate, or receive content;
- (r) **Own licensed platform** refers to the official website, native mobile application, own media, or other digital property operated and controlled by a licensed online gambling operator and accessible only to registered account holders who have completed the verification required under Section 18;
- (s) **Public figure** refers to any celebrity, actor, recording or performing artist, professional or amateur athlete, media personality, social media influencer, digital creator, or other person with a substantial public following;
- (t) **Responsible gambling information** refers to factual information regarding the risks of gambling, available treatment and support services, self-exclusion mechanisms, age restrictions, and other information required by law or regulation, which shall not constitute an advertisement when disseminated in accordance with this Act;
- (u) **Self-excluded person** refers to a person who has requested exclusion from gambling activities under the self-exclusion mechanism established under Section 20;
- (v) **Shared mark** refers to a trademark, brand name, logo, trade dress, slogan, color scheme, or other distinctive identifying element used by or on behalf of an online gambling operator or platform, whether or not the same element is also used in connection with a non-online gambling activity or with any other product or service; and
- (w) **Sponsorship** refers to any arrangement under which a person provides consideration to an individual, team, league, organization, event, program, or facility in exchange for the public association of a gambling trademark, brand name, logo, or product therewith.

CHAPTER II

PROHIBITION ON THE ADVERTISING OF ONLINE GAMBLING

SEC. 4. Prohibition on Online Gambling Advertising. — Except as provided in Sections 6 and 7, online gambling advertisements, promotions, endorsements, and sponsorships intended for public dissemination are hereby prohibited. No person shall, for consideration or in the course of trade or business, advertise, promote, market, endorse, or sponsor:

- (a) Any online gambling activity, operator, platform, or service;
- (b) Any online gambling website, application, or account;
- (c) Any bonus, reward, rebate, free bet, deposit match, jackpot, odds, promotional code, referral code, or similar incentive intended to induce online gambling;

- (d) Any product or service where the principal purpose or reasonably foreseeable effect of the communication is to encourage participation in online gambling; or
- (e) Any online gambling activity through the use of public figures.

SEC. 5. Prohibited Media, Channels, and Venues. — The prohibition under Section 4 shall apply, without limitation, to:

- (a) Television and radio;
- (b) Newspapers, magazines, and other print media;
- (c) Billboards, wallscapes, transit advertisements, and other outdoor advertising;
- (d) Social media platforms;
- (e) Video-sharing and streaming platforms;
- (f) Websites and online publications;
- (g) Mobile applications, in-application advertising, and push notifications;
- (h) Search-engine advertising and paid search placement;
- (i) Programmatic and targeted advertising;
- (j) Influencer and creator marketing;
- (k) Affiliate marketing;
- (l) Electronic mail, short messaging service, and other direct digital marketing;
- (m) Sponsorships of sports teams, leagues, events, concerts, festivals, and entertainment programs;
- (n) Advertising through livestreams, podcasts, and digital broadcasts; and
- (o) Any other medium or technology used to publicly disseminate commercial online gambling promotion.

SEC. 6. Excluded Communications. — Nothing in this Act shall be construed to prohibit, restrict, or penalize:

- (a) News reporting, editorial comment, commentary, documentary treatment, or other journalistic coverage of gambling, gambling operators, or gambling regulation;
- (b) Academic, scientific, medical, statistical, or research publication or discussion;
- (c) Artistic, literary, cinematic, or dramatic works in which gambling is depicted, provided that the depiction is not made for consideration furnished by or on behalf of a gambling operator;
- (d) Communications by the Government, PAGCOR, or any regulatory agency in the performance of their functions, including the publication of a registry of licensed gambling operators and their authorized platforms;
- (e) Responsible gambling information, and materials promoting the national problem gambling helpline, self-exclusion, or treatment and support services;
- (f) Transactional and account-related communications addressed to a verified account holder, including notices on account status, transactions, security, self-exclusion, and responsible gambling, provided that such communications contain no gambling promotion;

(g) Communications between gambling operators and their suppliers, licensors, regulators, professional advisers, or investors, and disclosures required by law or by the rules of a securities exchange; and

(h) Any communication not made for consideration and not made in the course of trade or business, unless made by or on behalf of a gambling operator or pursuant to an affiliate marketing arrangement.

SEC. 7. Permitted Communications: Own Licensed Platform of Online Operators. — By way of exception, a licensed online gambling operator may display informative and non-predatory communications concerning its own licensed platforms and games, subject to the following cumulative conditions:

(a) No online gambling advertisement or promotion shall be displayed, and no game shall be made accessible, until the user has completed registration and the age and identity verification required under Section 18. Prior to the completion of verification, their own licensed platform may display only the operator's name and license details, information required by law, responsible gambling information, and the registration and verification interface;

(b) The communication is not disseminated, redirected, syndicated, or otherwise made available to any person other than a registered and verified account holder, and is not indexed for public search;

(c) No communication under this Section is directed to a self-excluded person; and

(d) Every communication under this Section complies with the content standards prescribed under Section 13 and carries the responsible gaming advisory prescribed under Section 14.

Nothing in this Section shall authorize a licensed online gambling operator to procure, sponsor, or pay for the dissemination of any communication through a medium or channel prohibited under Section 5.

SEC. 8. Endorsements and Sponsorships Relating to Online Gambling. — It shall be unlawful for any public figure to endorse, recommend, promote, or publicly associate their name, image, voice, likeness, or other identifying attributes with any online gambling activity, brand, operator, or platform, where such association is made (1) pursuant to an endorsement, promotional, sponsorship, affiliate, or similar arrangement, (2) for consideration, whether monetary or non-monetary, and (3) with the intent or the reasonably foreseeable effect of promoting online gambling. It shall likewise be unlawful for any person to procure, commission, compensate, or otherwise facilitate an endorsement prohibited under this Section.

Online gambling operators, brand affiliates, and intermediaries are prohibited from sponsoring, directly or indirectly, any cultural, athletic, entertainment, or community event, activity, team, league, or facility. It shall be unlawful to enter into or renew any contract for the naming rights of any facility using an online gambling trademark, brand name, or logo; to display such marks on sports jerseys, athletic apparel, team uniforms, event banners, or event venues; to distribute, sell, or offer branded merchandise bearing such marks; or to sponsor or integrate such brand names within movies, television programs, online videos, livestreams, podcasts, or digital broadcasts.

Any person who receives sponsorship consideration in violation of this Section shall remove or cause the removal of the offending mark within thirty (30) days from the effectivity of this Act or from receipt of notice from the enforcing agency, whichever is later, and shall thereafter be solidarily liable with the sponsor for its continued display.

This Section shall not apply to the incidental appearance of a public figure in a news report, documentary, artistic work, or other communication excluded under Section 6, nor to the mere presence of a public figure in a licensed gambling establishment.

Nothing in this Act shall be construed as authorizing the promotion of owned media through advertising and other means prohibited under this Act.

SEC. 9. Use of Shared Marks; Cross-Promotion. — Any advertisement, promotion, endorsement, or sponsorship of a non-online gambling activity that employs a shared mark shall be treated as an online gambling advertisement and shall be prohibited under Section 4, unless it complies with all of the following:

- (a) It does not display, reference, or embed a uniform resource locator, domain name, mobile application name, download instruction, machine-readable code, or account registration prompt relating to an online gambling platform;
- (b) It does not depict, describe, or allude to remote or device-based play;
- (c) The mark employed is one used in the ordinary course of the non-online gambling activity concerned, and is not a mark, trade dress, or slogan distinctive to an online gambling platform; and
- (d) It complies with Chapter III.

Any advertisement, promotion, endorsement, or sponsorship of goods or services other than gambling that employs a shared mark shall likewise be treated as an online gambling advertisement and shall be prohibited under Section 4, unless it complies with paragraphs (a) and (b) of this Section and the mark employed is one used in the ordinary course of the goods or services concerned and is not a mark, trade dress, or slogan distinctive to an online gambling platform. Such a communication shall not be required to comply with Chapter III.

No person shall use the advertising of any product or service to promote, or to direct any person to, an online gambling platform.

CHAPTER III

REGULATION OF THE ADVERTISING OF OTHER GAMBLING ACTIVITIES

SEC. 10. Permitted Advertising of Non-Online Gambling. — The advertising, promotion, marketing, endorsement, and sponsorship of a non-online gambling activity by a person duly authorized to conduct it are permitted, subject to Section 9 and to Sections 11 to 14 and to such further rules as the competent regulator may prescribe. Nothing in this Chapter shall be construed to authorize any communication prohibited under Chapter II.

SEC. 11. Placement Restrictions. — No communication permitted under Section 10 shall be:

- (a) Directed at, or have content likely to appeal to, persons below the minimum gambling age for the activity concerned;
- (b) Placed in any program, publication, platform, event, or medium whose audience is composed predominantly of persons below the minimum gambling age;
- (c) Placed, in the case of outdoor advertising, within one hundred (100) meters from any point of the perimeter of an elementary or secondary school, day care centre, playground, or other facility principally frequented by children;

(d) Delivered through programmatic or behaviorally targeted placement, influencer or creator marketing, affiliate marketing, or direct digital marketing by electronic mail, short messaging service, or similar means; or

(e) Directed to a self-excluded person.

SEC. 12. Endorsements and Sponsorships of Non-Online Gambling. — A public figure may endorse a non-online gambling activity subject to Sections 11 and 13, provided that the endorsement is not made by a person whose audience is composed predominantly of persons below the minimum gambling age.

Sponsorship in connection with a non-online gambling activity is permitted subject to Sections 11 and 13, except that no person shall:

(a) Sponsor any event, team, activity, or facility primarily attended by or directed at students, or bearing the name of an educational institution;

(b) Enter into or renew any contract for the naming rights of a facility of an educational institution; or

(c) Distribute, sell, or offer branded merchandise designed or likely to appeal to persons below the minimum gambling age.

SEC. 13. Content Standards. — Every communication permitted under Section 7 or Section 10 shall:

(a) State clearly that persons below the minimum gambling age for the activity concerned are prohibited from participating in it;

(b) Not imply that a player's skill can influence the outcome of a game of chance;

(c) Not give the impression that gambling is a means of earning income, of achieving financial security, or of resolving financial, personal, or family difficulty;

(d) Not include misleading statements about odds, returns, or prizes, including any implication of guaranteed winnings;

(e) Not associate gambling with financial success, social or personal prestige, sexual attractiveness, or achievement;

(f) Not employ imagery, characters, animation, music, or memes likely to appeal to persons below the minimum gambling age; and

(g) Carry the responsible gaming advisory prescribed under Section 14.

SEC. 14. Responsible Gaming Advisory and Warning. — Every communication permitted under Section 7 or Section 10 shall carry a standardized responsible gaming advisory and financial risk warning. The advisory shall be clearly legible and shall occupy not less than thirty percent (30%) of the total visual area of a communication under Section 7, and not less than twenty percent (20%) of the total visual area of a communication under Section 10. It shall be presented in both English and Filipino in bold capital letters, and shall state that gambling involves severe financial risk and the hazard of addiction, the minimum gambling age for the activity concerned, an exhortation to play responsibly, and the national problem gambling helpline.

The current contact details of the national problem gambling helpline designated by PAGCOR shall be prescribed in the implementing rules and regulations and may be updated without need of amendment of this Act. Audio and audio-visual communications shall carry the same

advisory, read in a clear, audible, and unhurried manner at the conclusion of the communication. PAGCOR, in coordination with the PCSO, the Philippine Racing Commission, and the Games and Amusements Board, shall prescribe the form and format of the advisory, including a short form for outlet signage and merchandise, and may require its translation into such other Philippine languages as it may determine.

CHAPTER IV

INTERMEDIARIES AND ENFORCEMENT

SEC. 15. Duties of Online Platforms, Intermediaries, and Advertising Technology Companies. — Every online platform, ad-tech company, advertising agency, media entity, ISP, and app store operating in or directing services to the Philippines shall:

- (a) Maintain and enforce a category-level prohibition on the serving, placement, or delivery of online gambling advertisements to users located in the Philippines;
- (b) Refuse to accept, process, or serve any advertising order that would violate Section 4, 5, 9, or 11(d);
- (c) Establish an accessible mechanism through which any person may report a prohibited gambling advertisement, and act upon such report within seventy-two (72) hours;
- (d) Comply with any order issued under Section 16 within twenty-four (24) hours from service;
- (e) Publish a semiannual report on its enforcement of gambling advertising policies in the Philippines; and
- (f) Submit an annual compliance certification to PAGCOR in such form as the implementing rules and regulations may prescribe.

No person shall be held civilly or criminally liable for any act done in good faith and in compliance with this Section or with an order issued under Section 16.

SEC. 16. Judicial Disabling of Unlawful Online Gambling Advertising Resources. — Access to an online resource used to disseminate advertisements in violation of Chapter II may be disabled only upon order of a court, in accordance with the following:

- (a) **Application.** — PAGCOR, the Department of Justice through its Office of Cybercrime, the Department of Information and Communications Technology (DICT), or the Cybercrime Investigation and Coordinating Center (CICC) may file a verified application for a Gambling Advertising Disabling Order with any designated cybercrime court of the Regional Trial Court, identifying the online domain, subdomain, uniform resource locator, internet protocol address, mobile application, or account concerned. The application shall be raffled and acted upon within twenty-four (24) hours from filing;
- (b) **Issuance.** — The court may issue the order ex parte upon a finding of probable cause that the resource is being used in violation of this Act. The order shall identify the resource with reasonable particularity, specify the least restrictive technical means adequate to give it effect, and be effective upon service;
- (c) **Extreme urgency.** — Where the application shows that grave and irreparable harm would result before the matter can be acted upon, the Executive Judge may issue an interim disabling order effective for seventy-two (72) hours, within which period the application shall be raffled and resolved;

(d) **Compliance.** — ISPs, hosting providers, online platforms, search engines, and app stores shall execute the blocking, disabling, removal, or de-indexing directed by the order within twenty-four (24) hours from service and in accordance with its terms. The National Telecommunications Commission (NTC) shall transmit the order to the ISPs concerned and monitor compliance;

(e) **Proportionality.** — No order shall direct the blocking of an internet protocol address or of an entire platform where a narrower technical measure would be adequate, and no order shall have the effect of disabling access to lawful content that can reasonably be segregated from the offending material;

(f) **Notice and remedy.** — The applicant shall serve a copy of the order upon the operator or registrant of the affected resource, at the contact details on record, within twenty-four (24) hours from issuance, or by publication on the website of PAGCOR where such details cannot be ascertained. Any aggrieved person may file a verified motion to lift or modify the order, which shall be heard summarily and resolved within five (5) days from filing;

(g) **Duration.** — The order shall be effective for thirty (30) days and may be extended by the court, upon motion and for good cause, for successive periods of thirty (30) days, or made permanent after hearing upon a finding that the resource is operated by an unlicensed gambling operator or has been used persistently in violation of this Act; and

(h) **Restoration.** — Where an order is lifted, modified, or reversed, access shall be restored within twenty-four (24) hours, without prejudice to any action for damages arising from bad faith or gross negligence on the part of the applicant agency.

SEC. 17. Enforcement Agencies; Cease-and-Desist Authority. — This Act shall be enforced as follows:

(a) PAGCOR, as to persons under its licensing or regulatory authority, and as to its own gambling operations;

(b) The Department of Trade and Industry, as to advertisers, advertising agencies, media entities, and other persons not under the licensing authority of PAGCOR, pursuant to its mandate under Republic Act No. 7394;

(c) The PCSO, the Philippine Racing Commission, the Games and Amusements Board, and the sanggunian concerned, as to Chapter III and the activities and entities within their respective jurisdictions; and

(d) The Movie and Television Review and Classification Board, as to the carriage of gambling advertisements in broadcast and linear streaming content within its jurisdiction.

Any agency named in this Section may, after notice and an opportunity to be heard, issue a cease-and-desist order directing the discontinuance of any communication in violation of this Act. Non-compliance shall constitute an independent ground for the imposition of administrative sanctions under Section 21.

CHAPTER V

AGE AND IDENTITY VERIFICATION AND DATA PROTECTION

SEC. 18. Mandatory Age and Identity Verification. — No gambling operator shall permit a person to create, maintain, or access an online gambling account unless the operator has first

verified that the person is at least twenty-one (21) years of age and is otherwise eligible to participate in gambling. Verification shall include:

- (a) Presentation of a government-issued identification document or of a government-approved digital identity credential;
- (b) Verification of the person's date of birth;
- (c) Verification against the Philippine Identification System or such other government or authorized identity database as may be permitted by law, subject to Republic Act No. 11055 and its implementing rules and regulations;
- (d) Biometric or liveness verification; and
- (e) Such other identity-authentication measures as PAGCOR may prescribe in consultation with the DICT and the National Privacy Commission (NPC).

The operator shall verify, before each session, that the account is being accessed by the registered and verified account holder, in such manner as the implementing rules and regulations may prescribe. Where biometric verification cannot reasonably be undergone, the operator shall provide a secure alternative verification procedure, approved by PAGCOR, that affords an equivalent level of assurance and includes safeguards against fraud and identity theft; compliance with such alternative procedure shall satisfy the requirements of Section 7(a).

This Section shall likewise apply to any account-based wagering on a non-online gambling activity, in which case the applicable minimum gambling age shall govern.

SEC. 19. Data Protection Safeguards. — All personal data collected for purposes of Section 18 shall be processed in accordance with Republic Act No. 10173, and subject to the following:

- (a) Raw biometric images, recordings, and samples shall not be retained. Verification shall be performed on a match-and-discard basis, and any raw biometric data shall be permanently deleted immediately upon completion of verification;
- (b) Where a biometric template is retained for authentication, it shall be retained only in encrypted, non-reversible form, solely for the purpose of authenticating the account holder, and shall be deleted within thirty (30) days from the closure of the account;
- (c) Personal data collected under Section 18 shall not be used, disclosed, shared, sold, or otherwise processed for marketing, profiling, credit assessment, behavioral targeting, or any purpose other than verification, authentication, self-exclusion, regulatory reporting, and compliance with law;
- (d) Every gambling operator shall conduct and maintain a privacy impact assessment, register its data processing system with the NPC, and designate a data protection officer;
- (e) Personal data collected under Section 18 shall not be transferred outside the Philippines except upon a demonstration to the NPC of an adequate level of protection; and
- (f) Any personal data breach shall be reported to the NPC and to the affected data subjects in accordance with Republic Act No. 10173, and to PAGCOR within seventy-two (72) hours from knowledge thereof.

Violation of this Section shall be punishable under Republic Act No. 10173, without prejudice to the administrative sanctions under Section 21 of this Act.

SEC. 20. Player Protection and Self-Exclusion. — PAGCOR shall establish and maintain a national self-exclusion registry applicable to all licensed gambling operators, to the PCSO, and

to persons authorized to conduct account-based wagering on horse races. No gambling operator shall permit a self-excluded person to create or access a gambling account, or direct to a self-excluded person any communication permitted under Section 7 or Section 10. PAGCOR shall prescribe rules on deposit and loss limits, session limits, cooling-off periods, and the prohibition of credit-based funding of gambling accounts.

CHAPTER VI

PENALTIES AND LIABILITIES

SEC. 21. Administrative Sanctions on Gambling Operators and Other Persons. — After notice and hearing, the enforcing agency shall impose upon any gambling operator or other person that violates Section 4, 5, 7, 8, 9, 11, 12, 13, 14, 18, 19, or 20 of this Act the following administrative sanctions:

- (a) First offense — a fine of not less than Five Hundred Thousand Pesos (₱500,000.00) nor more than Two Million Pesos (₱2,000,000.00), or three (3) times the gross value of the advertising, promotional, or sponsorship placement concerned, whichever is higher;
- (b) Second offense — a fine of not less than Two Million Pesos (₱2,000,000.00) nor more than Five Million Pesos (₱5,000,000.00), or three (3) times the gross value of the placement concerned, whichever is higher, and, where the offender holds a licence issued by the enforcing agency, suspension of the licence for a period not exceeding ninety (90) days; and
- (c) Third and subsequent offenses — a fine of not less than Five Million Pesos (₱5,000,000.00) nor more than Ten Million Pesos (₱10,000,000.00), or five (5) times the gross value of the placement concerned, whichever is higher, and, where the offender holds a licence issued by the enforcing agency, suspension of the licence for not less than ninety (90) days nor more than one (1) year, or revocation of the licence.

In determining the sanction to be imposed, the enforcing agency shall consider the gravity, duration, and reach of the violation; whether it was willful; whether it targeted or was likely to reach persons below the minimum gambling age or self-excluded persons; whether it was promptly and voluntarily remedied; and the compliance history of the person concerned. A violation that is technical and inadvertent in character and promptly remedied shall be dealt with by written warning or by the minimum fine. Decisions under this Section shall be appealable to the Court of Appeals in accordance with Rule 43 of the Rules of Court.

SEC. 22. Criminal Liability. — Any person who willfully violates Section 4, 5, 7, 8, or 9 of this Act shall, upon conviction, suffer :

- (a) First offense — imprisonment of not more than one (1) year, or a fine of not more than Two Hundred Thousand Pesos (₱200,000.00), or both;
- (b) Second offense — imprisonment of not less than one (1) year nor more than two (2) years, or a fine of not more than Three Hundred Thousand Pesos (₱300,000.00), or both; and
- (c) Third and subsequent offenses — imprisonment of not less than two (2) years nor more than three (3) years, or a fine of not more than Five Hundred Thousand Pesos (₱500,000.00), or both, and the revocation of any business permit or licence.

A third or subsequent willful violation of Section 11, 12, 13, or 14 within a period of three (3) years shall be punishable under paragraph (a) of this Section. Criminal actions under this Act shall be filed with the Regional Trial Court, and criminal liability shall be without prejudice to the administrative sanctions under Section 21.

SEC. 23. Liability of Public Figures and Endorsers. — Any public figure who violates Section 8 or Section 12 of this Act shall be liable for:

(a) First offense — a fine of One Hundred Thousand Pesos (₱100,000.00) or three times (3x) the gross value of the endorsement, promotional, or sponsorship arrangement, whichever is higher, and disgorgement of all consideration received thereunder; and

(b) Second and subsequent offenses — a fine of Five Hundred Thousand Pesos (₱500,000.00) or three times (3x) the gross contract value, whichever is higher, and disgorgement of all consideration received thereunder, and disqualification from entering into any gambling-related endorsement, promotional, or sponsorship arrangement for a period of not less than three (3) years nor more than five (5) years.

No liability shall attach under this Section unless the person knew, or in the exercise of ordinary diligence should have known, that the subject of the arrangement was a gambling activity, gambling operator, or gambling platform.

SEC. 24. Liability of Media Entities, Online Platforms, and Intermediaries. — Any media entity, advertising agency, online platform, ad-tech company, app store, or ISP that violates Section 15 of this Act, or that fails without lawful cause to comply within the prescribed period with an order issued under Section 16, shall be subject to:

(a) An administrative fine of Fifty Thousand Pesos (₱50,000.00) for every day of continued non-compliance; and

(b) For repeated or willful non-compliance, the suspension or revocation of their secondary licenses, franchise authorities, or business permits to operate in the Philippines.

No liability shall attach under this Section where non-compliance was due to circumstances beyond the control of the person concerned, or where that person acted in good faith and with reasonable diligence.

SEC. 25. Liability of Corporate Officers and Foreign Nationals. — Where the offender is a juridical person, criminal liability under Section 22 shall attach to the president, chief executive officer, directors, trustees, or other officers who knowingly and actively participated in or authorized the violation, or who, having the duty and the actual ability to prevent it, deliberately failed to do so. Mere membership in the board of directors, without such participation, authorization, or deliberate failure, shall not give rise to criminal liability.

If the offender is a foreign national, the offender shall, after service of sentence and payment of any fine imposed, be deported without need of further proceedings.

SEC. 26. Non-Liability of Players. — No criminal or administrative liability shall attach under this Act to any person by reason only of participating in gambling or of accessing or receiving a gambling advertisement. In no case shall a child be penalized under this Act.

CHAPTER VII

AWARENESS, TREATMENT, AND REHABILITATION

SEC. 27. Responsible Gambling Awareness and Education Campaign. — PAGCOR, in coordination with the PCSO and other relevant government agencies, shall undertake a continuing responsible gambling awareness and education campaign on the risks and harmful effects of excessive, compulsive, or irresponsible gambling, including information on responsible gambling practices and on available interventions, counseling, treatment, and

support services for individuals and families affected by gambling-related harm. The campaign shall be conducted in coordination with the Department of Education and the Commission on Higher Education for purposes of age-appropriate, school-based information, which shall be integrated into the basic education curriculum and teacher development modules within one (1) school year from the effectivity of this Act, and shall promote the national problem gambling helpline. The private sector shall likewise be encouraged to undertake or support such campaigns.

SEC. 28. Treatment, Rehabilitation, and Referral. — PAGCOR, in coordination with the Department of Health (DOH), the Philippine Health Insurance Corporation (PhilHealth), and the Department of Social Welfare and Development (DSWD), shall:

- (a) Maintain and operate a national problem gambling helpline available at all times and free of charge from any Philippine network;
- (b) Accredite treatment and rehabilitation facilities and train service providers for the management of gambling disorder;
- (c) Establish a referral pathway from the helpline to accredited facilities and to mental health services under Republic Act No. 11036; and
- (d) In coordination with PhilHealth, develop benefit packages for the treatment of gambling disorder.

CHAPTER VIII

FINAL PROVISIONS

SEC. 29. Appropriations. — The amount necessary for the initial implementation of this Act shall be charged against the current appropriations of the agencies concerned and against the corporate operating budget of PAGCOR. Thereafter, such sums as may be necessary shall be included in the annual General Appropriations Act.

SEC. 30. Annual Report and Periodic Review. — PAGCOR shall submit to the President and to Congress an annual report on the implementation of this Act, including enforcement statistics, orders applied for and issued under Section 16, helpline and treatment utilization, and available indicators of gambling-related harm and of the size of the unlicensed market. Congress shall review this Act three (3) years from its effectivity and every three (3) years thereafter.

SEC. 31. Implementing Rules and Regulations. — Within ninety (90) days from the effectivity of this Act, PAGCOR and the Department of Trade and Industry shall jointly promulgate the implementing rules and regulations, in consultation with the PCSO, the Philippine Racing Commission, the Games and Amusements Board, the DILG, DICT, DOJ, DOH, NTC, NPC, and other agencies concerned, and with relevant stakeholders. Failure to promulgate the implementing rules and regulations within the period prescribed shall not suspend the effectivity or enforceability of this Act.

SEC. 32. Transitory Provision. — This Act shall apply immediately upon its effectivity to all gambling advertisements, promotions, sponsorships, and endorsements, except that obligations arising under agreements existing on the date of effectivity may be performed for a period of not more than one (1) year from effectivity, solely to the extent necessary to wind down such obligations.

During the transition period, no new advertising or sponsorship agreement or arrangement shall be entered into, renewed, or extended except those necessary to wind down existing contractual

obligations, subject to such rules as may be prescribed by the enforcing agencies. No consideration already paid under such an agreement shall be recoverable by reason only of this Act.

SEC. 33. Separability Clause. — If any provision of this Act is declared unconstitutional or invalid, the remaining provisions shall continue to be in full force and effect.

SEC. 34. Savings and Repealing Clause. — Republic Act No. 1169, as amended; Republic Act Nos. 6631, 6632, and 7978; Presidential Decree Nos. 420 and 449; and the authority of local government units over cockpits under Republic Act No. 7160 shall remain in force, subject to the standards prescribed in Chapter III of this Act. Presidential Decree No. 1869, as amended by Republic Act No. 9487, and all other laws, decrees, executive orders, rules and regulations, or parts thereof inconsistent with the provisions of this Act are hereby repealed, amended, or modified accordingly.

SEC. 35. Effectivity. — This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of general circulation.

Approved,